



JAMES A. NOYES, Director

COUNTY OF LOS ANGELES

DEPARTMENT OF PUBLIC WORKS

"Enriching Lives"

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IN REPLY PLEASE

REFER TO FILE: **WM-3**
A883i

January 8, 2004

TO: Each Supervisor

FROM: James A. Noyes
Director of Public Works

**ADOPT-A-WATERWAY™ PROGRAM
FEASIBILITY STUDY ON PRIVATE PARTNERSHIP OPPORTUNITIES
MOTION OF NOVEMBER 12, 2003, SYNOPSIS 14
INTERIM REPORT**

On November 12, 2003, your Board instructed the Director of Public Works, with input from County Counsel and the Chief Administrative Officer, to conduct a study to evaluate the feasibility of adopting a partnership and sponsorship program with corporate and local businesses to provide financial assistance for the cleanup of the County's waterways, such as the Adopt-A-Waterway™ (AAW) Program, and report back to the Board within 60 days with recommendations. Attached is our preliminary feasibility study.

The AAW Program is similar in concept to the Caltrans' Adopt-A-Highway Program. The AAW Program provides funding to local governments through corporate and local business sponsorship to support the implementation of stormwater pollution reduction activities. In return for the monetary donation, local governments allow installation of AAW Program signs on street light posts in high-traffic areas with a positive environmental message and the sponsors' business logo to recognize their contribution.

The AAW Program is administered by a national organization known as Environmental Communication. Environmental Communication obtains sponsors and designs, fabricates, installs, and maintains AAW Program signs. The County of Los Angeles will incur no costs to implement the AAW Program. As compensation for administering the program, Environmental Communication retains 50 percent of the net funds donated by sponsors.

Based on the estimate provided by Environmental Communication, the AAW Program could potentially generate a total of \$180,000 annually from the County's share of the sponsorship fees as listed below:

- Supervisorial District 1 – \$ 41,000
 - Supervisorial District 2 – \$ 25,000
 - Supervisorial District 3 – \$ 18,000
 - Supervisorial District 4 – \$ 56,000
 - Supervisorial District 5 – \$ 40,000
- Total: \$180,000

The revenue generated from the AAW Program for each Supervisorial District will be pooled and earmarked to fund water quality enhancement activities, including watershed education, compliance with the National Pollutant Discharge Elimination System (NPDES) Permit and development of Total Maximum Daily Loads (TMDLs) throughout the County.

Our feasibility study concluded that the AAW Program presents the opportunity to expand educational outreach efforts on the environment and, at the same time, help fund water pollution reduction measures needed to ensure compliance with NPDES and TMDL requirements for municipal stormwater and urban discharges. Public Works has consulted County Counsel and the Chief Administrative Office. County Counsel finds that a partnership and sponsorship program with corporate and local businesses, such as the AAW Program administered by Environmental Communication, is a legally feasible means to promote community awareness and to raise funds to support water pollution reduction efforts. However, two pending issues as identified below warrant further consideration and investigation prior to our recommendation back to the Board:

1. Acquire Southern California Edison Company's (SCE's) approval for Environmental Communication to install signs proposed by the AAW Program onto SCE-owned light posts. Currently, there is an existing license agreement between SCE and the County for the County to install attachments onto SCE-owned light posts. SCE is in the process of determining whether the AAW Program signs are consistent with those identified in the license agreement.
2. Negotiate with Environmental Communication to determine the duration and conditions of the agreement and to ensure that the County maintains complete control of all aspects, including signage, placement, and sponsorships of the AAW Program and can terminate the agreement at any time.

Each Supervisor
January 8, 2004
Page 3

We will return to the Board in 30 days with our recommendation to implement the AAW Program.

If you have questions on the specific impacts the AAW Program may have on your District, please contact me or your staff may contact Rod Kubomoto of our Watershed Management Division at (626) 458-4300.

KYL:kk/ro

P:\wmpubl\Research Legislation and Funding\Karen\AWWBoardMotion.doc

Attach.

cc: Chief Administrative Office (David E. Janssen, Lari Sheehan)
County Counsel (Lloyd W. Pellman, Tracy Swann)
Executive Office

Adopt-A-Waterway™ Feasibility Study

Background

The Federal Clean Water Act established requirements for stormwater discharges through the issuance of National Pollutant Discharge Elimination System (NPDES) Permit and the development of Total Maximum Daily Loads (TMDLs). TMDLs set the maximum numerical discharge limits of specific pollutants into water bodies by municipalities from the storm drain system. In California, these permits are issued through the State Water Resources Control Board and the nine Regional Water Quality Control Boards. Public Works is responsible for administering the compliance of NPDES Permit requirements, overseeing the NPDES Permit compliance efforts of the other departments, and satisfying TMDL regulations in the County of Los Angeles.

In the County, Trash TMDLs for the Los Angeles River and Ballona Creek were adopted on August 1, 2003, and TMDLs for dry- and wet-weather bacteria in Santa Monica Bay were adopted on July 15, 2003, by the State and the United States Environmental Protection Agency (USEPA). A total of 67 TMDLs must be adopted over a period of 13 years starting from 1999 per the implementation schedule that resulted from the Federal consent decree between environmental advocacy groups and the USEPA.

The Los Angeles River and Ballona Creek Trash TMDLs require that the discharge of trash to these water bodies be reduced to zero in 13 years. The implementation cost for complying with these TMDLs for the unincorporated area is estimated to be \$4.3 million per year and the total cost to the County and the cities to be \$64 million per year for 9 years. This estimate is based on achieving a 90 percent reduction in trash. To achieve the permit mandate of zero, the Regional Water Quality Control Board estimates the cost to be as high as \$1.7 billion over 10 years (\$170 million per year: three times the cost of a 90 percent reduction). Even though the Los Angeles River Zero Trash TMDL was overturned recently, we will continue to pursue projects to reduce pollution in our waterways. Accordingly, the estimated cost for compliance with the dry-weather bacteria TMDL is \$16 million over a period of 3 years. The estimated cost for compliance with the wet-weather bacteria TMDL is \$1.6 billion over a period of 18 years.

To address the ongoing challenges to fund existing and future NPDES and TMDL compliance measures, the County is actively pursuing opportunities to generate supplemental revenue. The Adopt-A-Waterway™ (AAW) Program partners businesses with local governments to raise revenue to fund activities directed toward compliance with water quality requirements for municipal stormwater and urban runoff discharges (see the attached brochure). Much like Caltrans' Adopt-A-Highway Program, the AAW Program raises funds through corporate and local business sponsorship and publicizes sponsors with signs bearing a sponsor's business logo and a positive environmental message placed along major streets (see the attached brochure for a photograph displaying a typical sign).

The AAW Program is administered by a national organization known as Environmental Communication. Environmental Communication obtains sponsors and designs, fabricates, installs, and maintains AAW signs. As compensation for administering the program, Environmental Communication retains 50 percent of the net funds donated by sponsors.

Benefit

This program offers opportunities for the County to raise revenue for funding various mandated clean water activities in the unincorporated areas of the County. In light of the County's budget constraints, funds generated from the AAW Program can be used for:

- Cleaning and sweeping services and litter control
- Structural Best Management Practices
- NPDES and TMDLs related program costs
- Educational materials to satisfy NPDES requirements
- Environmental protection

Based on a preliminary estimate submitted by Environmental Communication, installation of a typical sign can generate between \$150 and \$250 each month to fund water pollution reduction activities performed by Public Works. Environmental Communication estimated the AAW Program could generate the following from each Supervisorial District on an annual basis:

• Supervisorial District 1 – \$	41,000
• Supervisorial District 2 – \$	25,000
• Supervisorial District 3 – \$	18,000
• Supervisorial District 4 – \$	56,000
• <u>Supervisorial District 5 – \$</u>	<u>40,000</u>
Total:	\$180,000

This estimate was generated based on preliminary information gathered on the availability of sign locations within the unincorporated areas of the County (see attached estimate dated December 22, 2003, and the Proposed Signage Locations Map). Proposed sign locations will be field checked to verify availability by Environmental Communication and must be approved by Public Works prior to installation.

Sign Placement

AAW Program signs will be placed on Southern California Edison (SCE) and County-owned steel and concrete street light posts along major streets throughout the unincorporated areas of the County. Based on our preliminary assessment, over 95 percent of street light posts located in unincorporated County areas are owned by SCE. Installation of AAW Program signs on these SCE-owned light posts will be

contingent upon SCE's approval. Currently, there is an existing license agreement between SCE and the County that allows the County to install attachments onto SCE street lights (see attached license agreement). Verification with SCE to ensure the signs proposed by the AAW Program, which generate revenue, are consistent with those identified as attachments in the existing agreement remains to be done.

Legal Considerations

The State Government Code (Sections 26109, see attached copy), and the County of Los Angeles Code (Title 2 Administration, Chapter 2.132, see attached copy) grant authority to the Board of Supervisors for the following commercial uses of County property to "donate facilities or informational brochures, messages, or broadcasts, which publicize acknowledgment of a sponsor's financial assistance."

Pursuant to State law and County Code, the Board of Supervisors may authorize Public Works to enter into an agreement with Environmental Communication for placement of AAW Program signs displaying positive environmental messages and sponsors' business logos in recognition of their monetary donation.

Based on preliminary assessment from County Counsel, placement of AAW Program signs on existing private and County light posts within the unincorporated County areas is categorically exempt from the California Environmental Quality Act pursuant to Title 14, Section 15301 of the California Code of Regulations.

Section 15301 defines a Class 1 exemption as follows:

"Class 1 consists of the operation, repair, maintenance, permitting, leasing, licensing, or minor alteration of existing public or private structures, facilities, mechanical equipment, or topographical features, involving negligible or no expansion of use beyond that existing at the time of the lead agency's determination."

Placement of environmentally friendly signs and banners on existing light posts owned by the County and SCE falls within the Class 1 exemption. There is negligible expansion of the existing use of the light posts.

The First Amendment or other legal challenges to the establishment of the AAW Program is not foreseeable. There is a minimal likelihood of a First Amendment challenge resulting from denying a potential sponsor the ability to participate in the AAW Program.

Similar Programs and Vendor Information

Communities and local governments throughout the nation are becoming increasingly active in the cleanup efforts of the environment. Programs, as identified below, are

examples of partnership and community-based efforts that target environmental education and preservation:

- Adopt-A-Creek – Established by the Santa Clara Valley Water District to encourage residents to take an active role in helping preserve the health and beauty of local creeks.
- The Adopt-A-Stream Foundation – Created in 1981 to increase public sensitivity to awareness of the importance of creeks, streams, and rivers along with the fish that inhabit Snohomish County, Washington.
- Adopt-A-Watershed – An international program that works to inspire students from kindergarten through twelfth grade with a sense of place in nature and their community and an awareness and lifelong quest for knowledge about the environment.

Locally, the AAW Program exhibits a similar concept of promoting community involvement and increasing public awareness of the environment. The AAW Program adds a unique approach in its services by also offering local governments the opportunity to raise funds for water quality enhancement activities through corporate and local business sponsorships. The AAW Program is well established and is already in place with positive experiences in a number of municipalities as listed below:

- City of Burbank
- City of Malibu
- City of Inglewood
- City of Hawthorne
- City of Redondo Beach
- City of Hermosa Beach
- City of Long Beach
- City of Huntington Beach
- County of Sacramento
- City of Miami, Florida

Environmental Communication is also in the process of establishing contracts with the following agencies in California and other parts of the nation to implement the AAW Program:

- City of Los Angeles
- City of Fort Lauderdale, Florida
- County of Broward, Florida
- County of Miami-Dale, Florida
- County of Nassau, New York
- County of Westchester, New York

Due to the presence of AAW Program signage in coastal and inland cities within the County of Los Angeles, such as the Cities of Malibu, Long Beach, Redondo Beach, and Inglewood, uniform signage would foster environmental awareness and indicate that the various local governments are unified in their efforts to promote clean waterways.

More importantly, preliminary assessment of the available programs show that the AAW Program is the only program geared to raising revenue for local governments for watershed improvements.

Fund Allocation

To ensure revenue received from the AAW Program is used for its intended purpose, funds generated will be deposited to the Road Fund administered by Public Works to support water pollution reduction activities throughout unincorporated County areas.

Implementation Issues

In order to ensure the placement and design of the proposed signs are appropriate and acceptable, the agreement with Environmental Communication will contain language requiring the County's approval of sponsors and all messages/materials associated with sign placement locations and design. We will negotiate the duration and conditions of the agreement with Environmental Communication to ensure that the County maintains complete control of all aspects of the AAW Program and the right to terminate the agreement at any time.

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MINUTES OF THE BOARD OF SUPERVISORS
COUNTY OF LOS ANGELES, STATE OF CALIFORNIA

Violet Varona-Lukens, Executive Officer
Clerk of the Board of Supervisors
383 Kenneth Hahn Hall of Administration
Los Angeles, California 90012

→ Director of Public Works

At its meeting held November 12, 2003, the Board took the following action:

14

Supervisor Knabe made the following statement:

"The County of Los Angeles is facing numerous challenges in its efforts to comply with the water quality requirements established for municipal storm water and urban runoff discharges. One of the major road blocks in our compliance efforts is the high cost of implementing measures to reduce pollution. An innovative approach is to promote partnership and sponsorship with corporate and local businesses in the cleanup solution of our waterways. The objective of this effort is to increase public awareness of the environment while generating revenues for pollution control and prevention.

"A good example is the Adopt-A-Waterway™ Program that is in place in some local cities, such as Malibu and Long Beach. Adopt-A Waterway™ is a national organization that forms alliances between the public and private sectors to raise money that helps local governments fund pollution reduction activities. In return for the funds, local governments place Adopt-A-Waterway™ signs and banners in high traffic areas with a positive environmental message and the sponsor's logo and business information.

"The Adopt-A-Waterway™ program presents an opportunity to expand our community educational outreach efforts on the environment and to generate supplemental revenue."

Therefore, on motion of Supervisor Knabe, seconded by Supervisor Antonovich, unanimously carried (Supervisor Molina being absent), the Director of Public Works was instructed, with input from County Counsel and the Chief Administrative Officer, to:

(Continued on Page 2)

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1. Conduct a study to evaluate the feasibility of adopting a partnership and sponsorship program with corporate and local businesses in a cleanup solution of the County's waterways, such as the Adopt-A-Waterway™ Program similar to the program that is in place in the Cities of Malibu and Long Beach; and
2. Report back to the Board within 60 days with recommendations.

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Copies distributed:

Each Supervisor

Chief Administrative Officer

County Counsel

Los Angeles County Proposed Signage Locations

<u>Preliminary General Sign Locations</u>	<u># of Units</u>	<u>Large Vertical Signs (48" x33")</u>	
		<u>Proposed</u>	<u>Proposed</u>
		<u>\$ Mo per Unit</u>	<u>Total \$ per Year</u>
Supervisor District 1			
Azusa Ave btwn Valley Blvd and Amar Rd	4	\$150.00	\$7,200.00
Sunset Ave btwn Valley Blvd and Cameron Ave	2	\$150.00	\$3,600.00
Valley Blvd btwn Puente Ave and 605 Fwy	2	\$150.00	\$3,600.00
Workman Mill Rd near 60 Fwy	2	\$150.00	\$3,600.00
Hacienda Blvd near Amar Rd	2	\$150.00	\$3,600.00
San Gabriel Blvd near Paramount Blvd	2	\$150.00	\$3,600.00
Fullerton Rd near 60 Fwy	1	\$150.00	\$1,800.00
Olympic Blvd near 5 Fwy	2	\$150.00	\$3,600.00
City Terrance Dr near 10 Fwy	2	\$150.00	\$3,600.00
Slauson Ave near 605 Fwy	2	\$150.00	\$3,600.00
Washington Blvd near 605 Fwy	2	\$150.00	\$3,600.00
Supervisor District 1 Subtotals	23		\$41,400.00
Supervisor District 2			
Sepulveda near 110 Fwy	2	\$150.00	\$3,600.00
La Cienega near Slauson	4	\$150.00	\$7,200.00
La Brea Ave near Slauson	4	\$150.00	\$7,200.00
Carson St near 110 Fwy	2	\$150.00	\$3,600.00
Centinela Ave near N Jefferson	2	\$150.00	\$3,600.00
Supervisor District 2 Subtotals	14		\$25,200.00
Supervisor District 3			
Pacific Coast Hwy near Topanga Cyn Rd	4	\$150.00	\$7,200.00
Malibu Canyon Rd near Pacific Coast Hwy	2	\$150.00	\$3,600.00
Agoura Rd near Liberty Canyon Rd and 101 Fwy	2	\$150.00	\$3,600.00
Sepulveda Blvd near Wilshire Blvd	2	\$150.00	\$3,600.00
Supervisor District 3 Subtotals	10		\$18,000.00
Supervisor District 4			
Lincoln Blvd btwn Culver Blvd and Washington Blvd	4	\$150.00	\$7,200.00
Washington Blvd btwn Lincoln Blvd and Pacific Ave	4	\$150.00	\$7,200.00
Crenshaw Blvd near Palos Verdes Dr North	2	\$150.00	\$3,600.00
Hacienda Blvd near 60 Fwy	2	\$150.00	\$3,600.00
Hacienda Blvd near East Gale Ave	1	\$150.00	\$1,800.00
Hacienda Blvd near Colima Rd	2	\$150.00	\$3,600.00
Azusa Ave near 60 Fwy offramp	1	\$150.00	\$1,800.00
Azusa Ave near Colima Rd	1	\$150.00	\$1,800.00
Fullerton Rd near 60 Fwy	1	\$150.00	\$1,800.00

Fullerton Rd near Colima Rd	1	\$150.00	\$1,800.00
Fullerton Rd near Pathfinder Rd	1	\$150.00	\$1,800.00
Nogales St near 60 Fwy	1	\$150.00	\$1,800.00
Nogales St near Colima Rd	1	\$150.00	\$1,800.00
Brea Canyon Cutoff near Pathfinder Rd	2	\$150.00	\$3,600.00
Fairway Dr near Colima Rd	1	\$150.00	\$1,800.00
Colima Rd near Fairway Dr	1	\$150.00	\$1,800.00
Colima Rd near Fullerton Rd	2	\$150.00	\$3,600.00
Colima Rd near Azusa Ave	1	\$150.00	\$1,800.00
Colima Rd near Halliburton Rd	1	\$150.00	\$1,800.00
Colima Rd near Hacienda Blvd	1	\$150.00	\$1,800.00
Supervisor District 4 Subtotals	31		\$55,800.00

Supervisor District 5

Foothill Blvd near La Crescenta and 210 Fwy	2	\$150.00	\$3,600.00
Sierra Madre Blvd btwn California and Colorado Blvd	2	\$150.00	\$3,600.00
California near Rosemead Blvd and Huntington Dr	2	\$150.00	\$3,600.00
Santa Anita Blvd near Live Oak	2	\$150.00	\$3,600.00
Santa Anita Blvd near Peck Rd	2	\$150.00	\$3,600.00
Grand Ave near Cypress St	2	\$150.00	\$3,600.00
The Old Rd btwn Magic Mtn Pkwy and Valencia Blvd	4	\$150.00	\$7,200.00
The Old Rd near Lake Hughes and I-5	2	\$150.00	\$3,600.00
Princessa Rd near Antelope Valley Fwy	2	\$150.00	\$3,600.00
Soledad Cyn Rd near Antelope Valley Fwy	2	\$150.00	\$3,600.00
Supervisor District 5 Subtotals	22		\$39,600.00

Total Number of Signs 100 \$180,000.00

Total Yearly Contributions Plan \$180,000.00

*Total yearly contributions that the County of Los Angeles will receive based on 50% corporate sponsorship revenues received by AAW.

LICENSE AGREEMENT

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THIS AGREEMENT, made and entered into this 7th day of April, 1991, by and between Southern California Edison Company, a corporation, hereinafter called "Company" and the County of Los Angeles, a political subdivision of the State of California, hereinafter called "County".

WHEREAS, County has jurisdiction of certain highways and has the right to regulate the use of such highways; and

WHEREAS, Company has installed Company owned ornamental marbelite and steel street light standards with overhead or underground wiring at various locations within said County at request of County;

and

WHEREAS, County desires a license to place banner attachments, American flag attachments, and non-electrified traffic regulating devices and appurtenances on said street light standards; and

WHEREAS, Company is agreeable to allow County to install Company approved banner attachments, American flag attachments and non-electrified traffic regulating devices and appurtenances on said street light standards under a license.

NOW, THEREFORE, in consideration of the premises and the mutual understandings and obligations of the parties as hereinafter set forth, Company and County hereby agree as follows:

- 1. Company hereby, subject to the terms and conditions provided in this agreement, licenses and permits County or its authorized agent for County to install, maintain, use, repair,

1 renew, and remove certain Company approved banner attachments, flag
2 holder attachments, and non-electrified traffic regulating devices
3 and appurtenances on Company owned ornamental marbelite and steel
4 street light standards in accordance with the following: (1)
5 Banners and American flags to be displayed shall not be larger than
6 18 square surface feet. (2) The banners and American flags be
7 mounted so as to provide adequate clearance from traffic and from
8 all electrical facilities, and secured to the street light standard
9 to avoid dislodging by wind. (3) Attachment shall be by means of
10 stainless steel straps. No holes shall be punched, drilled or
11 burned in the ornamental pole.

12 2. Except as otherwise herein provided, the use by County
13 of such street light standards as herein contemplated shall be
14 without charge or expense to County.

15 3. Whenever County desires to place said attachments on
16 Company owned street light standards, County shall file the
17 necessary application and plans with Company for its approval.
18 County or its authorized agent shall commence and complete all
19 approved attachments as promptly as possible. Failure to complete
20 the installation within the time prescribed by Company on any
21 application automatically revokes the right to place such
22 attachments and County shall not proceed to make such attachments
23 without first reapplying and receiving permission.

24 4. No attachments shall be placed until the application for
25 the same shall have been thus approved. Before commencing any
26 installation by County forces or agents of County authorized to
27 install said attachments and appurtenances, County shall notify
28 representative present to inspect and approve the installation.

1 5. Said attachments and appurtenances shall be installed and
2 maintained by County or authorized agent in a safe and workman-
3 like manner in compliance with all applicable laws, regulations,
4 ordinances and decrees of the lawfully constituted federal, state,
5 county, or city legislative bodies, administrative agencies or
6 tribunals pertaining thereto, including General Order No. 95 of the
7 Public Utilities Commission of the State of California, and any
8 supplements thereto or revisions thereof.

9 6. Should Company determine that it is necessary to relocate
10 or replace a street light standard on which an attachment is in
11 place, County or agent of County shall, upon reasonable notice from
12 Company promptly relocate, replace or transfer said attachment to
13 a substitute street light standard as required.

14 7. County shall indemnify and hold harmless Company against
15 all loss expenses, claims, actions, causes of action, damages,
16 costs or liabilities, directly or proximately resulting from or
17 caused by the installation, operation, maintenance, and/or removal
18 of said attachments and appurtenances on said street light
19 standards.

20 8. The failure of Company to enforce any provision of this
21 agreement or the waiver thereof in any instance shall not be
22 construed as a general waiver or relinquishment on its part of any
23 such provisions, but the same shall nevertheless be and remain in
24 full force and effect.

25 9. Unless sooner terminated by mutual written agreement,
26 this agreement shall continue in effect for a term of one year from
27 the date hereof and from year to year thereafter. This agreement
28 may be terminated by either party hereto by written notice given

**California Government Code
Sections 26109 and 26110**

26109. A county board of supervisors may, by ordinance, provide for and regulate the sale of advertising space on county real or personal property, for the sole purpose of raising revenue for the county. Any such advertising shall comply with the provisions of Chapter 2 (commencing with Section 5200) of Division 3 of the Business and Professions Code. Nothing in this section shall be construed to empower a county to place or maintain an advertising structure, as defined in Section 5203 of the Business and Professions Code.

26110. (a) A county board of supervisors may, by ordinance, provide for the following commercial uses of county property listed in subdivision (b) provided that: (1) a county of the first class develops a viable marketing plan, and (2) all other counties comply with all of the following:

(1) Consults with a qualified licensing agent to develop a viable marketing plan. The plan shall identify marketing and licensing opportunities, including, but not limited to, the sale of advertising space, and the provision of nonexclusive and exclusive designation promotions. The plan shall outline a method for evaluating both the revenue potential of proposed contracts, and the future revenue impact of a proposed contract. The plan shall establish procedures for comparing the revenue potential of alternative contracts, and for auditing a licensee's performance. The plan shall detail short-term and long-term revenue goals.

(2) Adopts by resolution a county marketing plan.

(3) Annually reviews the marketing plan and reviews the performance of contracts. The board of supervisors shall by resolution adopt the findings of the annual review.

(b) A county board of supervisors may provide for the following commercial uses of county property consistent with the county marketing plan:

(1) The licensing, for a fee or other consideration, of the private commercial use of a county name, logo, or other intellectual property, or the depiction of county property.

(2) The donation of facilities or informational brochures, messages, or broadcasts which publicize acknowledgment of a sponsor's financial assistance.

(c) Agreements to confer any of the rights enumerated in this section and acknowledgment of donated moneys, goods, or services may be made in the manner and under terms and conditions approved by the supervisors. Any agreement which a county seeks to enter into pursuant to this section shall be presented at a duly noticed public

hearing of a legislative body, as that term is defined by Sections 54952.2 and 54952.3, in strict compliance with the requirements of Section 54954.2.

(d) Nothing in this section shall be construed to empower a county to enter into any commercial arrangement under which the logo of a county or any of its departments can be reproduced and distributed in a manner to enable impersonation of a county official or safety employee.

(e) Nothing in this section is intended to vest in any person the right to enter into a marketing agreement with a county.

Title 2 ADMINISTRATION

Chapter 2.132 COMMERCIAL MARKETING -- PROMOTION AND ADVERTISING

Part 1. Promotion

2.132.010 Commercial use.

2.132.020 Requirements for agreements.

2.132.030 Restriction against impersonation.

2.132.040 Interpretation of Part 1 provisions.

Part 2. Advertising

2.132.110 Definitions.

2.132.120 Authorization.

2.132.130 Limitations.

2.132.140 Use regulations.

**Los Angeles, California County Code
Title 2, Chapter 2.132**

Part 1

2.132.010 Commercial use

The board of supervisors may provide for the following commercial use of county property, consistent with the county marketing plan including without limitation:

- A. The licensing, for a fee or other consideration, of the private commercial use of the county name, logo, or other intellectual property, or the depiction of county property;
- B. The donation of facilities or informational brochures, messages, or broadcasts which publicize acknowledgment of a sponsor's financial assistance. (Ord. 91-0039 § 2 (part), 1991.)

2.132.020 Requirements for agreements

Agreements to confer any of the rights enumerated in this Part 1 and acknowledgment of donated moneys, goods, or services may be made in the manner and under terms and conditions approved by the supervisors. Any agreement which the county seeks to enter into pursuant to Section 26110 of the Government Code shall be presented at a duly noticed public hearing in strict compliance with the requirements of Section 54954.2 of the Government Code. (Ord. 91-0039 § 2 (part), 1991.)

2.132.030 Restriction against impersonation.

No commercial arrangement may be entered into under which the logo of the county or any of its departments can be reproduced and distributed in a manner to enable impersonation of a county official or safety employee. (Ord. 91-0039 § 2 (part), 1991.)

2.132.040 Interpretation of Part 1 provisions.

A. This Part 1 shall be interpreted to enable the county to market its assets, identified in the part, to the greatest extent possible, subject only to the limitations imposed by the laws and regulations of the state of California and of the county of Los Angeles.

B. Nothing in this section is intended to vest in any person the right to enter into a marketing agreement with the county. (Ord. 91-0039 § 2 (part), 1991.)

Part 2

2.132.110 Definitions.

- A. The terms "advertise" and any of its variants, and "advertising display" mean the presentation on a sign of a name, word, statement, message, drawing, picture, painting, mark, motto, symbol or figure for the purpose of calling attention to a business engaged in commerce or trade and/or inducing, directly or indirectly, the purchase or use of any specific item of commerce or trade.
- B. The term "bulletin or special event sign" means a changeable copy sign on which bulletins, notices, messages or displays are placed.
- C. The term "directional and/or information sign" which indicates the route to, direction of, or location of a given goal, or which provides regulatory or service information.
- D. The term "freestanding sign" means a sign which is placed on the ground and has as its primary structural support one or more columns, poles, uprights or braces in or upon the ground.
- E. The term "sign" means any card, cloth, paper, metal, painted or wooden sign of any character, other than an advertising structure as defined in the California Outdoor Advertising Act, placed for advertising purposes on or to the ground on any wall, fence, building or structure or any item of goods, wares or merchandise.
- F. The verb "to place" and any of its variants, as applied to advertising displays, includes the maintaining and erecting, constructing, posting, painting, printing, tacking, nailing, sewing, gluing, sticking, carving or otherwise affixing or making visible any advertising display on or to the ground or any wall, fence, building or structure or any item of goods, wares or merchandise. (Ord. 91-0039 § 2 (part), 1991.)

2.132.120 Authorization.

Notwithstanding any other provision of the Los Angeles County Code, the board of supervisors is authorized to sell the right to advertise on property that is owned or operated by the county of Los Angeles, and, in determining the adequacy of the consideration to be paid by the purchaser, may provide for payment to the county in money and/or goods or services furnished to a county department. (Ord. 91-0039 § 2 (part), 1991.)

2.132.130 Limitations.

- A. The right to advertise that may be conferred under this part shall not include the right to place an advertising display on an "advertising structure" as that term is defined in the California Outdoor Advertising Act, or any legislative amendments or reenactment of the definition in the act.
- B. The type, location, size, content and duration of the advertising display that may be placed by the purchaser under the right conferred shall be specified by the board of supervisors in a written contract of sale.

C. No advertising for alcohol or tobacco products is permitted.

D. A person on whom the right to advertise is conferred shall exercise the terms and conditions of the contract of sale, the regulations of the California Outdoor Advertising Act, or any legislative amendments or reenactment of the regulation provided in the Act, and the provisions of this code. (Ord. 91-0039 § 2 (part), 1991.)

2.132.140 Use regulations.

The right to place advertising displays on county owned or operated property, under a contract of sale executed by the board of supervisors, shall be subject to the following regulations in lieu of the regulations set forth in the Zoning Ordinance of the Los Angeles County Code:

A. An advertising display secured to a wall, fence, building or structure shall be installed on the same plane as the surface to which it is attached, shall not project more than 16 inches from this surface, and shall not extend or be mounted above the top of the wall or fence or the parapet or eave of the building or structure.

B. The location of an advertising display on an interior wall of a building shall be approved by the department head prior to its placement.

C. An advertising display may be placed on a freestanding sign that serves the primary purpose of providing a public service, such as a bulletin or special event sign or a directional and/or informational sign.

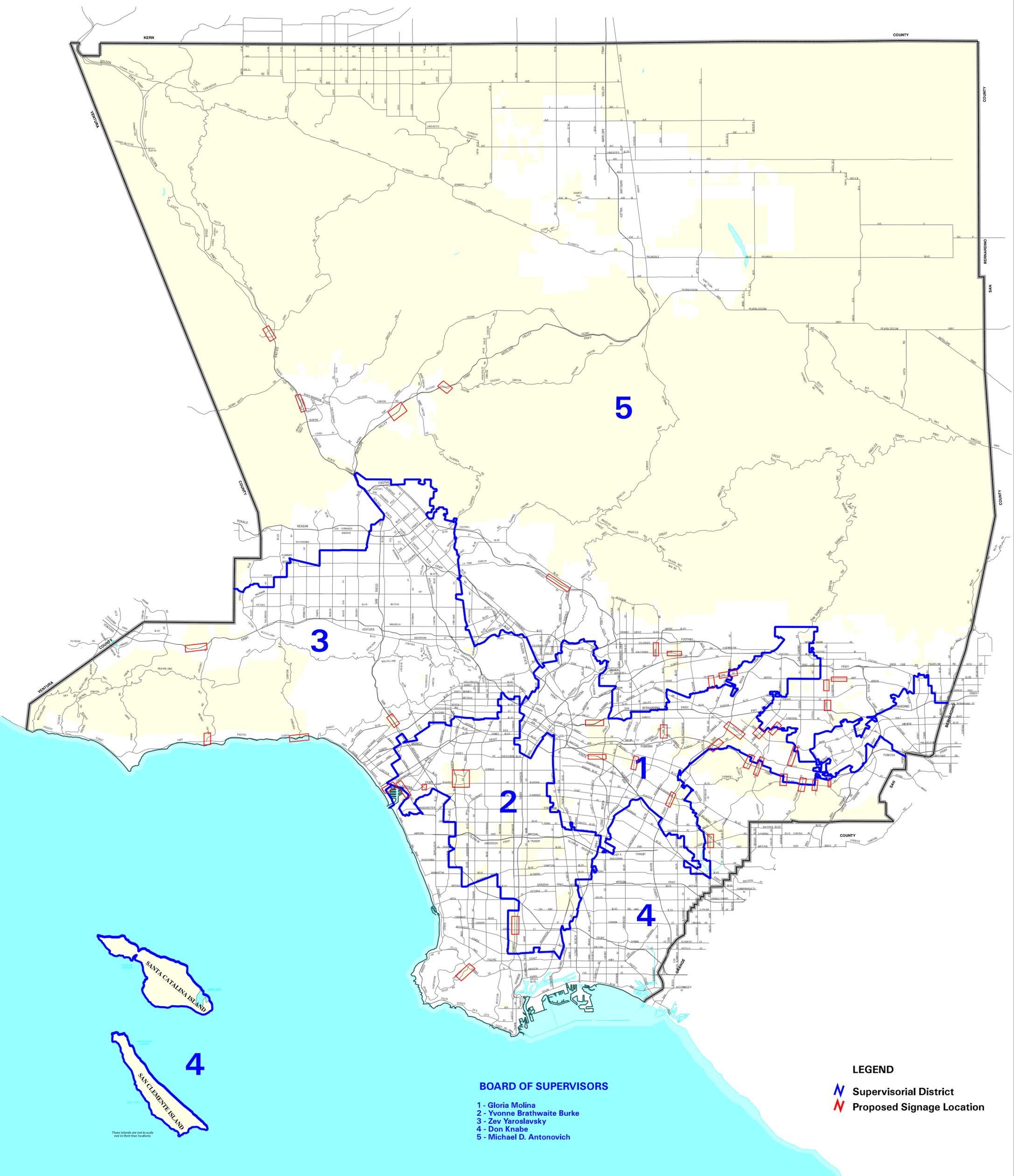
D. An advertising display may be placed on the uniform prescribed by a department head to be worn by personnel of the department, so long as it does not obstruct any county badge or emblem affixed to the uniform. (Ord. 91-0039 § 2 (part), 1991.)

ADOPT-A-WATERWAY PROGRAM FEASIBILITY STUDY PROPOSED SIGNAGE LOCATIONS



0 FEET 15495
0 MILES 2.965

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BOARD OF SUPERVISORS

- 1 - Gloria Molina
- 2 - Yvonne Brathwaite Burke
- 3 - Zev Yaroslavsky
- 4 - Don Knabe
- 5 - Michael D. Antonovich

LEGEND

- ▬ Supervisorial District
- ▭ Proposed Signage Location